

# THE PARADIGM OF BUSINESS SUCCESS FACTORS: EXPERIENCED BY A SUCCESSFUL ENTREPRENEUR

(An Interview with Sri Arnab Das, Founder of Dishan International Group, an entrepreneur, and business and brand consultant, taken by Suvendu Narayan Roy, CEO and Chief Editor of Learnnet Publishing and Founder of the business magazine Management Ind-Academia).



**Question 1** How will you define key success factors of a start-up business?

**Answer:** A business is a journey which never ends. Running a business is a continuous process. A business, if it is prospective or growth oriented then neither there should be any stoppage of strategy formulation and tactical planning nor there should be any stoppage for making the organization agile and an effective 'change agent' against the flexible economic and business environment. Success may come today but that is not guaranteed for tomorrow. There is no opportunity today to set a fixed business policy. We need to prepare ourselves for tomorrow through a continuous process of learning, innovation and updation. We need to formulate short term plans from time to time and execute accordingly where contingency planning must be involved to manage the

unexpected challenges in terms of incurring additional heavy expenditures to meet the immediate demand of customers or to support the intermediaries or channels of distribution or even to support the manufacturers of our products whose patent rights are with us.

**Question 2** How employees can integrate with those success factors?

**Answer:** Employees must be 'ready for anything' in respect to accepting any odd challenges. accepting changes, accepting new tasks assigned to them if the concerned employees have an ability to finish those within the time frame. Here 'resourcefulness' is a better team than 'resource' if the later can be explored properly. Human is the best resource where we can find out the maximum level of resourcefulness, if they can be properly engaged, empowered and trained. Skill based

training is always preferable which can push their resourcefulness to build up next generation workforce for the organization.

**Question 3** Now-a-days 'ShreeRadha Collection' being one of the business units of Dishan International Group is gaining recognition in the market of handloom sarees against the face of power loom sarees with wide varieties. How this success has become possible?

**Answer:** ShreeRadha Collection is the seller of handloom sarees. It is a 46 year's old-business entity. The handloom sector is the largest economic activity after agriculture, providing direct and indirect employment to more than 30 lakh weavers. This sector contributes nearly 22 percent of the total cloth produced in the country and also contributed substantially